

FOR IMMEDIATE RELEASE

Contact:

Kevin Langin  
Director of Public Relations  
First National Bank  
402-602-3541 Cell: 402-490-5194

Rachel Biar  
Assistant Treasurer  
Nebraska State Treasurer's Office  
402-471-1088

## First National Bank Named Program Manager for College Savings Plan of Nebraska

(LINCOLN, Neb. June 3, 2010.) -- Nebraska State Treasurer Shane Osborn and the Nebraska Investment Council are pleased to announce they have entered into a seven-year agreement with First National Bank of Omaha to become the Program Manager for the College Savings Plan of Nebraska (CSPN), replacing Union Bank & Trust Company.

“This announcement is the result of an extensive process initiated by my office and the Investment Council to reduce fees, simplify and enhance investment choices and increase participation in the college savings plan among all Nebraskans, regardless of income,” said Osborn.

First National Bank will provide program management for the CSPN's Direct, Advisor and TD Ameritrade Plans, offering a stronger, more diversified investment lineup while reducing asset-based fees and completely eliminating the annual account owner fee, he said. The new investment lineup was approved at the March 17, 2010 meeting of the Nebraska Investment Council.

Detailed information will be communicated to account owners over the coming months, with the transition to First National Bank scheduled to commence with the close of business on December 17, 2010.

“First National Bank is honored to be named Program Manager for one of the top college savings (529) plans in the country,” said John Allbery, Managing Director of Wealth Management Corporate & Institutional Services, who serves as the overall relationship manager for the CSPN. “We look forward to enhancing the program and making it more affordable for all investors, while providing account owners an array of investment options at lower cost.”

- More -

## College Savings Plan, page two

First National will partner with Upromise Investments, Inc., to provide recordkeeping, administrative services and additional back office services, Allbery said. As of March 31, 2010 Upromise Investments administered more than \$25 billion in 529 college savings assets for more than 1.8 million accounts. CSPN participants will also be able to benefit from the Upromise<sup>®</sup> service. Upromise<sup>®</sup> is a free service designed to help families save more money for college. College savings dollars are earned on eligible everyday purchases when shopping online, dining out, and much more.

Deborah Goodkin, Vice President, is responsible for the management of this premier program and leading the transition, which will be seamless for account owners. Her focus will be on offering exceptional customer service and improved underlying funds. Goodkin has more than 14 years of experience in the mutual fund and college savings industry, most recently as an independent consultant with DG Consulting in Allendale, New Jersey.

The CSPN ([www.planforcollegenow.com](http://www.planforcollegenow.com)) is a tax-advantaged 529 college savings plan. Currently, more than 47,000 families in Nebraska and over 144,000 nationwide are saving for their children's higher education through the CSPN.

First National Bank is a subsidiary of First National of Nebraska. First National of Nebraska has grown into the largest private banking company in the United States. First National and its affiliates have \$17 billion in managed assets and nearly 6,000 employee associates located in 35 states. Primary banking offices are located in Nebraska, Colorado, Illinois, Iowa, Kansas, South Dakota and Texas.

Investment Products Are: Not a Deposit • Not FDIC Insured • Not Bank Guaranteed  
Not Issued by any Federal Government Agency • May go Down in Value

# # #